



vol. **28**

K-Book Trends

offers Korea's highly informative publishing content to those in the global publishing industry.



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TOPIC

How to Live in the Generation where You “Watch” Books

Written by Jang Dong-Seok

(Publication Critic and Devison Director of Bookcity Culture Foundation)



Today, reading paper books has become just one of the many ways of enjoying books. Even though you don't necessarily “bite or taste” the books like that famous advertisement phrase, you

are able to enjoy books through various channels. In particular, the transformation of diverse media based on books began to lead the new generation where you “watch, listen to, and experience” books. Some people say that “texts will be replaced with videos in the new era,” but such transformation led by the development of platforms is live evidence that books are still more of an interesting or competitive medium than you might think. This is because a generation of videos without texts or books is like a castle built on sand.

Book-related TV Programs are Fading Away

“Book programs” on TV had influence on the industry and the public. For example, “The Page-Turners” that aired on tvN from September 2019 to April 2020 with 30 episodes was a book-related show that broke the common stereotype about book programs that they are boring and made books introduced on the show become bestsellers. One online bookstore picked “The Page-Turners” as the first keyword in its sales analysis for the first half of this year. Classic titles such as *Records of the Three Kingdoms*, *Gulliver’s Travels*, and *Demian* were “rediscovered,” and the so-called “brick books” such as *Cosmos* and *Guns, Germs, and Steel* drew quite a lot of attention from readers. Books that are relatively “new” compared to the titles mentioned above such as *Prisoners of Geography* have also benefitted through the TV program. This online bookstore commented that “the witty sense of Seol Min-Seok” was behind

the show's popularity. His appearance on several other TV shows has encouraged readers who had drawn a line between themselves and books get familiar with him and become interested in reading books.



The Children Who Lived in Gweonguiburi Town, Who Ate Up All the Shinga?,
One Spoon on This Earth

Meanwhile, one of the TV programs about books that is still talked about today is MBC's "Exclamation Mark! Let's Read Books", which was also selected as the "top 10 hit item in 2002." Literary works such as *The Children Who Lived in Gweonguiburi Town* (Changbi), *My Sister Bongsoon* (Hainaim), and *Who Ate Up All the Shinga?* (Segyesa) became bestsellers as soon as they were introduced on the show. Also, even though the program was primarily an entertainment show, the late President Roh Moo-Hyun once showed up and joined in reading books along with the public. Some people undervalued the show for its nature as an entertainment program, but the show was one of the rare cases where books could

be spotlighted by the public.

TV shows about books before then mostly had the role of being liberal arts programs. They eventually couldn't prevent losing viewership, and this fall pushed them to the end of the TV schedule. The lifespan of such shows was around 1 year, after which they were shut down or newly launched in a vicious cycle. In terms of radio, programs about books have maintained their place until relatively recent years. However, as "Love Bookstore" of KBS 3 Radio and "Reading Night" of Gugak FM Inc. ended in 2019, you can hardly find a radio program that mainly talks about books. Well, there are "Radio Book Club" of MBC, and "Let's Play with Books" of SBS aired on the weekends to think of some, but that's it.

Book Podcasts, a change in experiencing books



"Lee Dong-Jin's Red Book Room ", "Yojo X Jang Gang-Myung's They Are Books!", "Check It Out"

If TV and radio had been the absolute media for getting information about books about ten years ago, the recent diversification of platforms has brought about a significant change in how we meet books. Book podcasts are the best examples. The original

book podcast is "Youngha Kim's Book Reading Hour" presented by novelist Kim Young-Ha in 2010. Kim Young-Ha said he had prepared all the equipment needed for recording and launched the podcast after he experienced a podcast show during his visit to another country. This show is still much loved by people today. In particular, his actor-like voice when he reads the characters' lines is picked as the best part of the podcast. There is also another legendary, or humorous comment that its main listeners are those who have just had LASIK eye surgery.

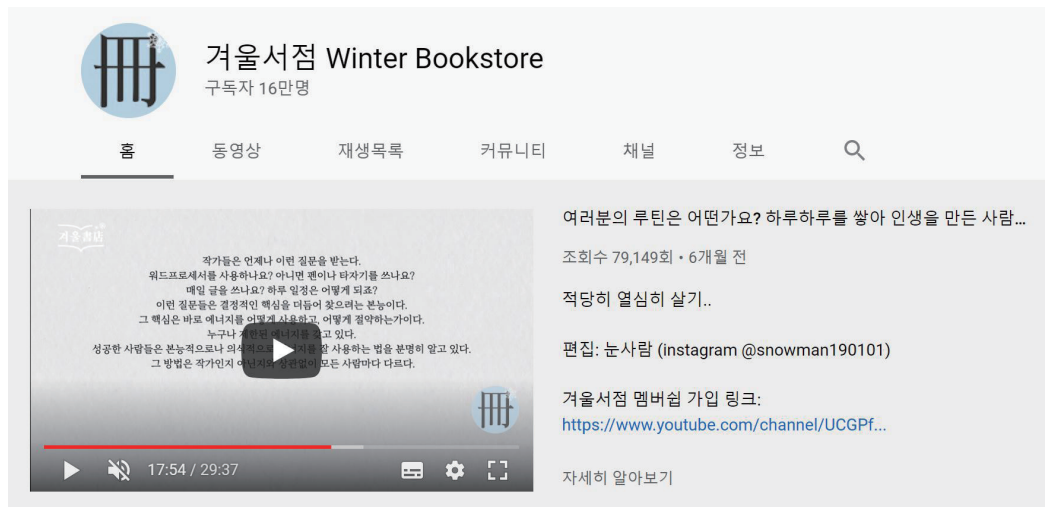
The next hottest book podcast after Kim Young-Ha's show is "Lee Dong-Jin's Red Book Room". Being a film critic and an author, Lee Dong-Jin makes delicate but sharp criticism about books but does not hide his affection towards them, which has helped his show gain popularity. Also, "Yojo X Jang Gang-Myung's They Are Books!", a so-called "book-chat show" presented by singer Yojo and novelist Jang Gang-Myung, is another popular radio show featuring books. Popular as a book podcast that best shows the chemistry of the two who are known to be extensive readers, famous figures in the publishing industry such as Rhyu Si-Min, Jung Jae-Seung, and Kang Won-Gook have participated as guests.

"Check It Out", which was launched in October 2017, is a book podcast produced by online bookstore Yes24. It is gaining more subscribers episode after episode. "Play Wide with Kim Hana" by copywriter Kim Hana and "Oh Eun's Huddle Together" by poet Oh Eun are corners of the podcast air every other Thursday and Friday and they are said to be a playground for various authors where they

can introduce their unique world view to the public. The show does not hesitate to take new attempts such as making collaborations with other industries, local governments, or online broadcasts in the times of the coronavirus pandemic along with a live broadcast, and is expected to grow further with the support from the big online bookstore.

Golden Age of “Book-Tubes” in Korea

It is indeed the golden age of “book-tubes.” Book programs on TV are losing steam, and book podcasts are long and sometimes boring. And as even toddlers have a smartphone in their hands today, you cannot leave out videos when talking about any kind of trend. The same goes for the book broadcasts in a broader sense. Book-tubes that point out the essence of books for around 10 minutes are emerging as the most important way of enjoying books. Subscribers to book-tubes say that it is good to be “watching and listening to books” rather than reading long and stuffy paper books. It can be called the best way for busy modern people to read books, and in this sense, book-tubes can stand shoulder-to-shoulder with book shows on TV and book podcasts.



First page of "Winter Bookstore"

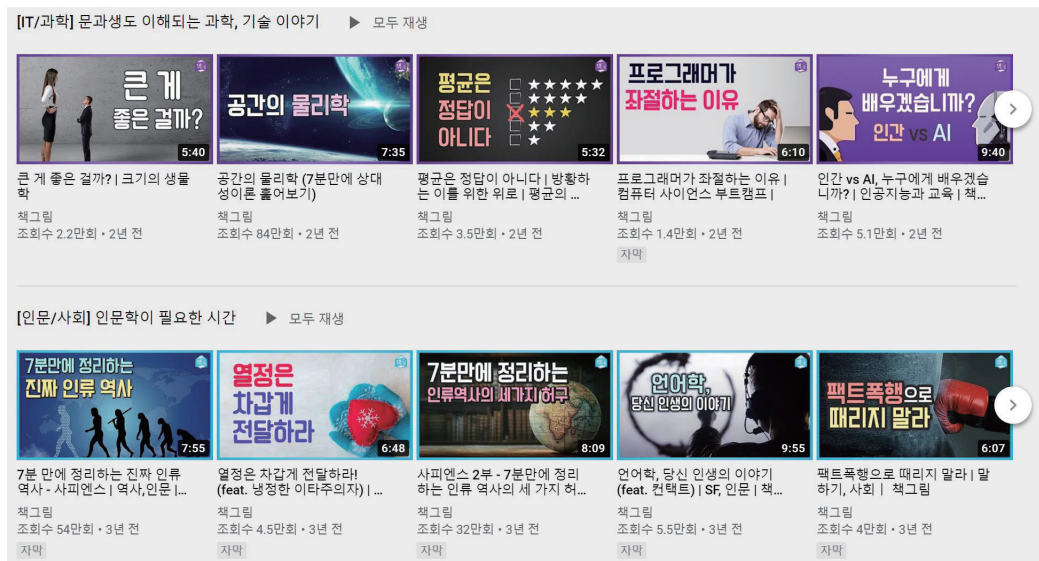
"Winter Bookstore" is a notable book-tube channel. Opened in January 2017, Kim Gyeo-Wool, the owner of the channel, now has more than 160K subscribers. The channel introduces several ways to enjoy books with her values embedded within through corners such as "the bookshelf of the bookkeeper," "book chats and vlog," and "analysis and 1-sentence comment." Her book reviews are the main dish, but her book readings and item reviews also stimulate subscribers' taste. Kim Gyeo-Wool talked about how her book-tube channel could be loved by many fans in an interview as follows:

"It is because my channel does not merely spoon-feed books to people. I don't want to make contents in which I can pretend to have read a book while I have not and get a sense of accomplishment after watching a 15-minute video feeling as if my intellectual desire has been met. Making people want to read books is what my channel pursues. I hope people know the fun of reading books. And I think this helps the publishing market as well. My nickname is the queen of sales you know."



"MK TV" - Book Drama

Yet, there is a real “sales king” in the world of book-tubes. It is "MK TV". With 1.19 million subscribers, the channel has several corners, such as “Kim Mi-Kyung’s Only You,” “MK Salon,” and “Sister’s Spiky Remarks,” but it is “Book Drama 2020” that catches the eyes and ears of the subscribers. As people have become interested in this corner, publishers have also turned their eyes to its style. However, MK TV is still having a breezy sail in the book-tube ocean as it is run by a person who knows exactly how to draw the public’s attention. Books introduced in this channel usually make a reverse curve like salmons and become bestsellers. The name “Youtube-seller” after “media-seller” and “drama-seller” has begun to be the talk of the town. One news outlet even picked MK TV as “one of the big hands behind the publishing market.”



Uploaded videos of "Draw the Book"

Meanwhile, "Draw the Book" (with 420K subscribers) is built on a unique concept among several other book-tube channels. As it organizes and explains the major story of a book for more or less than 5 minutes with photos and pictures, the channel reminds you of the book-trailers that once trended in the past. Some people say that they feel like watching a movie trailer. This approach sets up and keeps the concept clear-as its' first page says, "delivering the essence of each book." Publishers are also paying attention to channels like "MK TV" and "Draw the Book" as readers are highly enthusiastic about their contents.

Books, the best invention of our generation

The transition from texts to videos is an irresistible trend. Nobody knows how long the popularity of YouTube may last, but even though the platform might lose heat in the future, the next big

platform will also be based on videos. Then, publishers and the publishing industry that is based on texts, in contrast, should contrive to find values that can help books to be consumed by the public. That book programs on TV, book podcasts, and book-tube receiving great love from the public doesn't mean that the entire publishing industry will bloom like spring. The public recognizes these media as a substitute for books. While reading books is perceived as doing hard labor, just imagine how easy and convenient it is to watch book shows, book podcasts, and book-tubes that enable you to understand a book by just sitting with your device.



First page of "Minumsa TV"

Publishers have been fiercely jumping into opening YouTube channels for the past several years. While "Minumsa TV" is clearly seeing a rise in subscribers, medium and large-sized publishers are opening channels of their own. It could be because of the limited capital that publishers' YouTube channels are at a standstill. They

have not made any big steps forward compared to other categories such as mukbang (food-eating shows), beauty, and fashion. TV book shows, book podcasts, and book-tubes are clearly strong in their exclusive way. The environment surrounding books has incalculably changed, and the way we read books has certainly shifted to experiencing and listening from reading.

After all, the publishing industry needs to seek ways, those new or totally different from what it has been taking, amidst the changes in media and platforms. One clear thing is that we must believe in the truth that there are still readers that read books. If we cannot lead the changes, we must be able to go along with, and adapt to them. This is my personal remark about the current situation. Yet, it is without doubt that books are the most important invention of our generation.

SPECIAL PROJECT

K-MUSIC

K-MUSIC, the World-Class Music that has Fascinated the World

Written by Lee Ji-Hyeon



You may not have heard of it at all, but no one listens to it just once. That is what they say about K-Music. Addictive melodies, romantic lyrics, and the spicing-up effects and perfect dance movements

of K-Music make you feel like you have received a gift filled with stories.

As such, Korean music goes beyond being just a piece of “music” that you listen to where melodies and instrumental sounds make a simple mixture; it has a more profound meaning as “general art” that combines bountiful visual contents and colorful performances. Let’s look at how the artists and K-Music have caught the eyes of the world with the most “Korean” music across generations and genres including traditional music, dance, ballad, hip-hop, trot (known for its use of repetitive rhythm and vocal inflections), and opera from the standpoint of the publishing industry.

Globally fanatic K-MUSIC: How to Be a Prepared Talent

Korean music has stepped into the limelight around the world. BoA, the “queen of K-pop”, hit first place in the Japanese Oricon Chart, which is referred to as one of the top three music charts in the world at the age of 16, signaling the start of the great Hallyu (Korean Wave) across Asia. Also, PSY, who is best known as the artist with grade B sense of art, had brought about the horse-riding dance fever across Asia and Europe after entering the US Billboard along with having a massive hit on YouTube. Meanwhile, the globally popular idol group BTS has and its ARMY (the name of the group’s fan club) in almost every part of the world beyond Asia and the United States are re-writing the history of “the first in Korea” every time they release a new album, raising the reputation of their country.



Who? K-Pop series (BoA, IU, BTS Editions), *Our Show Will Continue*

However, these K-pop stars supplied with outstanding vocal skills and perfect dance moves have also had tough times to get to where they are today. The series *Who? K-Pop* (Dasan Kids) features the struggles and hardships the stars have gone through in their journey to becoming singers since they were young. The first star of the series is indeed BoA, the number one artist that took K-Pop to the global stage. BoA found her dream at an early age of 15 and is the singer that has achieved the greatest number of “first” records in her career. The book covers the entire lifetime effort of BoA from her debut in Korea to the times when she swept the J-Pop market and performed in the US. The series currently has four volumes: BoA, TWICE, BTS, and IU.

Our Show Will Continue (Woozoo Books) is an interview collection of 8 K-pop stars, including J-Hope of BTS, Chan-Hee of SF9, Chae-Yoon of IZ*ONE, and YooA of OH MY GIRL. While the *Who? K-Pop* series is a life story of top-class artists, *Our Show Will Continue* takes a deeper look at the emotions, passions, and values these stars have in their life as K-Pop stars, making readers feel an indirect connection with them.

The Birth Story of K-MUSIC: Supporters with a Midas Touch

Hundreds of K-Music covers are uploaded on YouTube, the biggest video platform, every day. People across the world exhibit love for K-Music in various ways ranging from covering famous K-Pop performances and recording cheerful trot videos and ballad videos that require extraordinary singing skills. Yet, all these accomplishments of K-Music across the world could not have been possible without the supporters behind the scenes. Composers that write exciting melodies, lyricists that write heart-melting lyrics that listeners can relate themselves to, and producers that are in charge of the songs' concept and the overall production process are the hidden contributors that have turned the pain of creation into art, making artists shine brighter on stage.



It Was You that Taught Me the Seasons, Writing Lyrics by Kim Eana

Yoon Jong-Shin, who is a singer and a music producer who often shows up in TV shows, is also a composer and a lyricist that has given birth to various hit songs with his calm ballads and lyrical words. Through *It Was You that Taught Me the Seasons*

(Munhakdongne), he shares the episodes and backgrounds of 40 songs he chose among around 400 of his songs along with the lyrics. *Writing Lyrics by Kim Eana* (Munhakdongne) is more like a practical book for those that dream of becoming a lyricist or joining the music industry. Kim Eana, the writer of the book, has written sentimental but trendy lyrics for songs of different genres such as Brown-Eyed Girls’ “Abracadabra”, IU’s “Good Day”, Lee Sun-Hee’s “Meet Him Among Them”, Cho Yong-Pil’s “Walking Along With You”, Park Hyo-Shin’s “Breath”, Yoo Sanseul (Yoo Jae-Seok)’s “Redevelopment of Love”, and Lim Young-Woong’s “Trust in Me”. The book includes her life as a lyricist, her know-how, terminology used by lyricists, and the difference between reading the texts and listening to the texts. It is also good for understanding the flow of K-Music.



Real Composer, Lyricist, Producer, Idol's Studio

Real Compose, Lyricist, Producer (Gana Pub.) is a book that the best K-Pop composers, lyricists, and producers who made music for idol groups such as EXO, VIXX, Block B, AOA, and Girls’

Generation-TTS wrote together with the editing team of MODU, a teen magazine. Divided into two parts, the first part talks about their stories, how to become a composer, and answers to the most frequently asked questions from teenagers, and the second part provides information about colleges, majors, apt personalities, values, and skills for teenagers that dream of becoming a musician. Korea's star management is highly systematic and organized that even people fly to Korea to learn. So while many people recognize that Korean idol stars have been the leaders of K-Pop, some mistakenly think that their music is made by their company from A to Z. Here, *Idol's Studio* (Wisdom House) simply breaks down the misunderstanding that "idol music is spoon-fed by the company." The book offers honest and sincere stories about the "work called music," where artists including WOOZI of Seventeen, who is a sing-a-song writer, LE of EXID, Ravi of VIXX, and Bang Yong-Guk of B.A.P share the struggles they have experienced while making a piece of music for themselves.

*"I would like to define lyricists as people
who make an 'imaginary room for relaxation' for people.
They are like a path-finder that helps people imagine,
giving them a hint for jumping into that vast ocean of imagination.
They provide listeners the space for imagination called 'songs,'
and help them feel, experience, and enjoy the various emotions they have inside it."*

- From Yoon Jong-Shin's *It Was You that Taught Me the Seasons* -

The Beautiful Voices of Classic Masters that Amazed the World

The 2002 FIFA World Cup is an unforgettable event in Korea's sports history. It is because the World Cup was the first World Cup held in the 21st century and the first one to be held in Asia. It was also the first co-hosted World Cup in FIFA history. What's more, it was a significant event for Koreans as their team defeated other strong countries, making its way to the semi-finals, showing the prowess of the country to the world and presenting hope and an overwhelming impression to the Korean citizens as they had become one cheering for the team.

Here, there was a song that took the already excited Koreans to the next level. It was "Champion" by Jo Sumi; the voice gifted from God. Jo Sumi, the Lyric Coloratura Soprano, went to Seoul National University, which is the top university in Korea with the highest score among the applicants, and studied further in Italy. She was a genius student as she graduated from the 5-year music academy in just 2 years. She was also the first Asian to win 6 international Concours from 1985 to 1986 and is called the first Asian "prima donna" that starred in the top 5 opera theaters in the world. In 1993, she won La Siola d'Oro (biannual award) in Italy for the first time as an Asian, and further became the winner of the Grammy Award, the Puccini Award, the Hong Nanpa Memorial Award, the Kim SuGeun Award for Performing Arts, the Grand Prize Winner of Women Dong-A, Order of Culture Merit in Korea, the Korean-Chinese Youth Academic Award, and the Overseas Korean Award.

The legendary conductor Herbert von Karajan said, “Her voice is the best gift God has given,” while the globally prominent conductor Zubin Mehta said, “Jo Sumi is the vocalist of the generation.” The book *Jo Sumi, a Dreaming Prima Donna* (Changhae) talks about her life of going beyond the border, achieving great success in Italy – the home of opera, and fulfilling further achievements in the US and Europe, not to mention the struggles, hardships, and success she experienced on that journey to become a vocalist.



Jo Sumi, a Dreaming Prima Donna, Yiruma's Little Room

If there is BTS in K-Pop and Jo Sumi in opera that are beloved by the world, you don't want to miss Yiruma, the master pianist. With his numerous masterpieces such as “Kiss The Rain,” “May Be,” “Passing By,” “River Flows In You,” and “Wait There,” he has established his unique musical world in various genres, including semi-classical that is a combination of classical and pop music, film OST, TV drama OST, and BGM for commercials with his beautiful piano melodies; he is a composer and a pianist that contributed to the popularization of classical music. He is often mistaken as a

Japanese artist for his name, but his name Yiruma is a pure Korean name meaning “to achieve.” Beginning to learn how to play the piano at the age of 5 alongside his sister, Yiruma went over to the Purcell School in Britain when he turned 11. Since then, he has participated in all kinds of music festivals to have his potential as an artist recognized and even released an album with the world-renowned record label Decca Records. He has performed concerts around the world before the outbreak of the coronavirus, where all the seats would be sold out each time, and fans had to line up to get a ticket in front of the hall. Recently, “The Best Reminiscent 10th Anniversary,” a commemorative album marking the 10th year of his debut, appeared on the US Billboard Chart, climbing up the chart and ranked first in the classics category. The trend spread to YouTube, where he reached 100 million views. His book *Yiruma’s Little Room* (Myungjin Books) is a candid story of himself where he shares his experience about his failed love, studies abroad, and wandering days in Korea as if he is talking to his friend.

Today, K-Music is climbing up the high mountain called “the world” with its long-built know-how and skills. It sometimes tumbled over a small pebble and met a big rock blocking the road on the way, but it could prevail with the hard work of those in the industry. The good influence of Korean artists is also spreading across the world, just like the saying “the fans and their artists are alike.” Korean fans have shown a mature fan culture by donating or doing volunteer work with the name of the artist or the fan club on special days of the artists or when society needed help. In other words, the

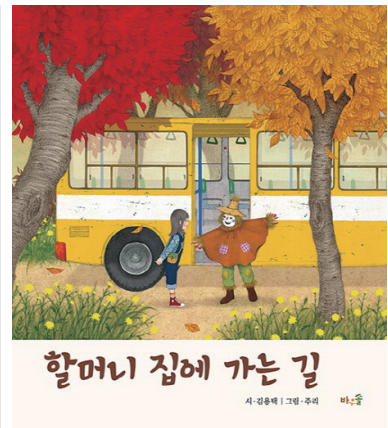
donations and relief goods from each fan have been sent to global organizations and once again shone spotlight to the name of the artist. In particular, the donation of quarantine goods by Korean fan clubs in the time of the pandemic has highlighted the good deeds of Korea's artists and fans even more in the global community, further leading donations and campaigns. K-Music is growing day by day, and its artists have a lot more to show to the public. The music they will present us in the future is therefore highly anticipated.

EXPORT CASE

Korean Children's Books Going Global

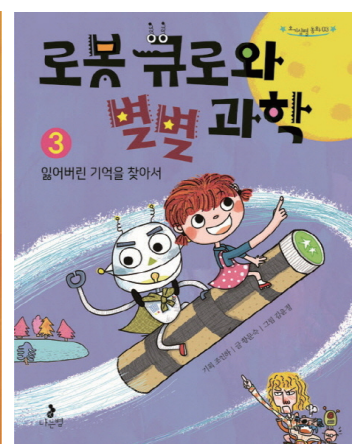
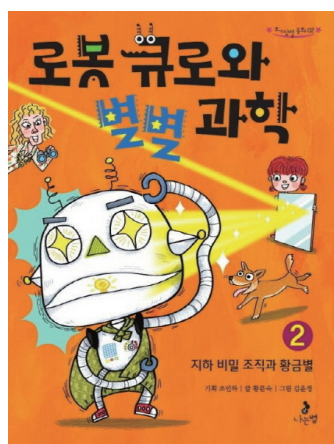
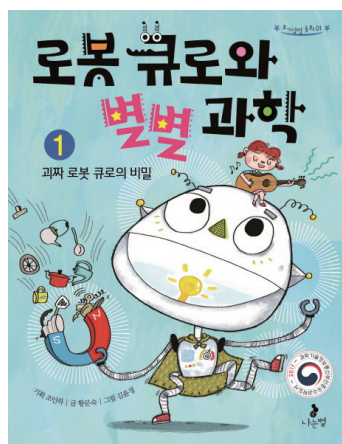
Written by Joseph Lee (President of KL Management)

Centering around Vietnam and Indonesia, Korea's various children's books are steadily being translated and released in the Southeast Asian publishing market. From picture books to children's books, the genres are diverse. Let's first take a look at picture books. *Hooray! Watermelon!*, *One Morning*, and *Dragonfly Letters* published by Gloyeon Ltd. were translated and published by publisher Kim Dong, a representative children's book publisher in Vietnam. Also, the picture book *Going Home* published by Dalgrimm (Yellowpig) was released by Nha Nam in Vietnam, and the picture book *Along the Road to Grandma's House* by Grass and Wind Publishing is set to be translated and published. These children's picture books are globally prominent and praised titles, which are anticipated to receive steady love from Southeast Asian children readers as well.



One Morning, Going Home, Along the Road to Grandma's House

Meanwhile, *Robot Curo and Science* (3 volumes) by Hwang Moon-Sook and published by Flying Star are scheduled to be translated and published in Vietnam. Consisting of three volumes, this series describes unusual science stories for kids that have their first encounter with science as the A.I. robot Curo and main character Naro go through adventures in their daily lives. It is a storytelling science series for children that helps children build a habit of examining science and learning science principles in textbooks.



Robot Curo and Science



A Girl Jindalrae's Puberty Party, The Battle of Hate Comments

In Indonesia, several titles of Korean publisher Byeolsoop are waiting for translation. One of them is *A Girl Jindalrae's Puberty Party* by writer Song Ah-Joo and *The Battle of Hate Comments* by writer Lee Kyu-Hee. *A Girl Jindalrae's Puberty Party* is a creative story that talks about the growth process of a 12-year-old girl named Jindalrae who just began going through puberty in 15 short stories. The unique episodes of girls of that age are quite intriguing. Meanwhile, *The Battle of Hate Comments* by Lee Kyu-Hee is a story about the Internet culture shared among children. The problems stemming from such a culture are connected to the social issue of bullying, and the book ultimately teaches young readers how to treat others with manners. In particular, it emphasizes how keeping manners when interacting with others is important by calling attention to “hate comments” that others' minds with lies and abusive language behind the Internet's anonymity. Also, another title *Skateboard, Not Smartphone* by Song Ah-Joo and *My Robot Friend, Andy* by Park Hyun-Kyung are set to be translated and published in Indonesia as well.



Chouette et Souris published in France

In France, a “pop-up” book from writer Bae Joo-Hye was published, meeting local children readers. It is, *Chouette et Souris*. The interesting thing about the book is that the book was first planned and produced in Korea through a student support program of the Hankyong National University Design Cooperative Union. However, as its publication rights were sold to Bayard Editions, one of the top publishers in France, its French edition was released. Therefore, this title has now gotten the opportunity to be translated and exported to regions speaking other languages apart from France. The Hankyong National University Design Cooperative Union had first submitted the sample of *Chouette et Souris* to the Bologna Book Fair, where it had an in-depth conversation and negotiation with the publisher and signed a contract. The book was then published in October 2019 through the co-production program. This pop-up book has a significant meaning in that it has not only discovered talented creative thinkers but also provided an export opportunity for them.

BOOK TRIP

Uijeongbu

Where the Past and Future Coexist

Written by Choi Ha-Yeong



Being a central city in northern Gyeonggi-do Province, Uijeongbu is where nature and history blend together. Indeed, transportation is convenient as the city is near the capital, Seoul. The brand slogan of Uijeongbu, “Uijeongbu, City of Happiness,” exhibits the city’s will to become a city where its citizens are happy. At the center of

the city flows Jungnangcheon Stream, which meets the Han River, and Suraksan Mountain and Dobongsan Mountain rise high in the East and West, respectively, which all add up to a balanced mixture of the city and nature. Meanwhile, the name Uijeongbu has a long history. The name derived from a historical incident where the top administrative body “Uijeongbu” moved its base here during the Joseon Dynasty. Being a gateway towards Seoul today, Uijeongbu has settled as a center of politics, economy, society, culture, and transportation.

Greeting the season of books, let’s dive into some of the “book spaces” in Uijeongbu. Below is a little introduction to Uijeongbu, which preserves the value of the long history of time and coexistence.

Lifebooks, a link connecting books, people, and the world



Bond as a community is weak, and individuals tend to prioritize privacy in modern society. Society’s individualism has intensified as social distancing extends in daily life due to the pandemic. There

is a bookstore that strongly resists against such generational flow and strengthens the link connecting books, people, and the world. Lifebooks in Uijeongbu is a special place to visit, as it is run as a cooperative with investments from various parties.

When Lifebooks was first opened in 2016, it began as an ordinary bookstore. It was love and support from the neighbors that turned the bookstore into “Lifebooks Cooperative” last year. As a common hardship for town bookstores, Lifebooks was having difficulty making profits in the competition with big and online bookstores. Plus, even though it has been difficult for an individual to continue the management over a long period, closing the bookstore was never an easy decision to make. Instead, Lifebooks turned the crisis into an opportunity by choosing to operate as a cooperative.

Yet, the notion of “cooperative bookstores” does not exist in Korea. Although rare, it is such a fascinating thing to operate a bookstore with its members through the medium called books. Lifebooks Cooperative began as an alternative to giving at least the hope to overcome the hardship the bookstore was undergoing out of the residents’ pure love for the bookstore. Currently, 16 residents are the members of the cooperative, and those interested in operating the bookstore among them are working as its operating manager.



This makes Lifebooks a bit special from other ordinary bookstores. Unlike other bookstores that prioritize making commercial profits, Lifebooks does not sell books for learning, education, or practical books. It is also different from independent bookstores that are run in the taste of their owner, in that the operational direction of the bookstore is decided by all the managers from the cooperative. Lifebooks explains that such a unique way of operation is quite advantageous in running cultural events or small group meetings within the bookstore. It also added that even though reaching a consensus and making decisions could be slow, wisdom from each member builds up to finding a good solution for difficult issues. It is a great joy running the bookstore together.

The visit to Lifebooks gave us a strong impression of it as a “small but spacious” bookstore. No matter how small it could be, the space is filled with warm hearts that love books and the regional community. How about taking some time and feel the comfortable relaxation the warm coffee and fun books Lifebooks, a bookstore of people’s life stories, offer you?

Small Talk with Lifebooks

How do you want Lifebooks to be remembered by visitors?

Small meetings are ever more emphasized in the times of the coronavirus. As big meetings or events are limited these days, we hope Lifebooks is remembered as a bookstore that eases the residents' cultural thirst and acts as a welcome rain in the difficult times.

What are the events or book meetings held in Lifebooks?

Every Tuesday and Thursday, we run a town humanities meeting in the morning. And in the evenings of every Tuesday and Wednesday, we host book-reading programs. We are currently reading *Toji* (meaning land) by writer Park Kyung-Ni in the Wednesday meeting. We are also preparing a book trip to the land museum.

What is the future plan and direction of Lifebooks as a "cooperative bookstore"?

The directional value Lifebooks pursues is becoming a link that connects books, people, and the world as a bookstore for life, just like our motto, distancing from being a place that merely sells books. We would be thankful if you could send love and support to the various attempts the little bookstore makes to be a vitalizing energy for town residents.

Sungmundang, a bookstore that has kept its place for 30 years



One other bookstore has been standing in its place over a long period of time with love and affection from neighbors. It is Sungmundang, located in downtown Uijeongbu, which has been a landmark of Uijeongbu for 30 years. The history of the name Sungmundang (崇文堂) is longer than that of the bookstore. Meaning to learn and develop skills of language, the kings during the Joseon Dynasty would have in-depth discussions about political affairs and study with retainers. As this meaning is somehow similar to the bookstore's reason for existence, the founder chose to name the bookstore Sungmundang.

Sungmundang is a meeting spot for people waiting to meet their loved ones and a life-discovering spot for people who touch, choose, and read books and find a turning point in their life. Whenever you walk past the bookstore that always waits for people to come inside, you will be able to feel nostalgia and experience the time stopping for a second. However, given the natural characteristic of

a bookstore, you can have a special experience inside it where the new and old editions of books create a blend of the past and the present. The familiar smell of papers and tightly filled bookshelves will make your heart flutter full of anticipation for which books you will encounter.

As a town bookstore, many of its visitors are families. As the first and second generations of a family share memories through Sungmundang, about 80% of its customers are regular. The bookstore offers kind explanations about the price and location of books to the customers in a friendly atmosphere. The new history Sungmundang - the representative bookstore in northern Gyeonggi-do Province – will write is highly anticipated. Sungmundang is open 365 days, including national holidays.

Small Talk with Sungmundang

What do you think is the power that helped Sungmundang keep its place for 30 years since its establishment?

Even though we are operating the bookstore to make profits, we chose to overcome the difficulty regional bookstores experience for the facilitation of book distributions in the northern part of the Han River over pursuing profits for our own. Sungmundang could stand firm by remembering and cherishing each and every customer that visits us across generations in the family.

You have been running the bookstore for a long time. Is there a customer that you remember in particular?

Many customers that have moved to another region due to marriage or immigration revisit us and take photos and buy books. The most remembered customers are those who offered us bottles of drinks as a token of appreciation for not closing the bookstore amidst difficult circumstances over time and becoming the representative bookstore in the region.

As the influence and presence of regional bookstores are shrinking, what is that thing that Sungmundang is in need of?

I think that all the small businesses and landmark stores that are more than 20 years old need active advertisement and financial support from the city governments.

The knowledge reservoir for residents, Uijeongbu City Library



Art Library of Uijeongbu (left), Uijeongbu Science Library (right)



Photos of children by the observatory

There are about 20 libraries in different parts of Uijeongbu. Among those big in size are Uijeongbu City Library, Science Library, Art Library, and Children's Library. In particular, the Art Library of Uijeongbu is the first public library to specialize in art in Korea. Visitors can use the existing public library service and enjoy art books and exhibition halls at the same time. The library has been highlighted as the filming site for the TV drama "It's Okay to be Not Okay".

Uijeongbu Science Library was newly established to power the specialization of science in the region. While offering books in various genres like an ordinary library, Uijeongbu Science Library puts the focus on science and contributes to the quality improvement of science as liberal arts by providing diverse science-related books and opening experience programs for the public. An observatory is installed next to the Uijeongbu Science Library. Here, you can experience the bizarre and extraordinary outer space through various experience programs.

Each library in Uijeongbu has been running various events and

book-related programs every month, but due to the pandemic, entrance to libraries has been limited. If you would like to see more information about the events, please check the relevant notices on the integrated website of libraries in Uijeongbu (uilib.go.kr) before you visit.

KOREAN PUBLISHERS

Sakyejul

The colors of four seasons drawn on white manuscript paper

Organized by Lee Ji-Hyeon



Publisher Sakyejul, frequently introduced at overseas book fairs, is a publishing company that has published the first teenage book in Korea with the motto “pursuing the meaning of growth.” The company has been working on books in areas ranging from children and teenagers to social science, liberal arts, and history, where readers can look back on their lives with a message embedded. They have built up a reputation as a general publisher by expanding their publication fields to novels, comics, and essays. Distinctly charming in four seasons – blooming spring, passionate summer,

maple autumn, and snowy winter – as its name suggests, let's meet Sakyejul and see what it has to say.

Please introduce Sakyejul to our overseas publishers.

Good to see you. Sakyejul has been growing along with the environmental changes in politics and society in Korea. Established in 1982, we had been mainly publishing books in the field of society and science under the flag of progressive social ideology until in the 1990s when we chose “pursuing the meaning of growth” as our motto and expanded our field to children and teenagers, publishing million-selling titles in each field and becoming a reputable general publisher. We have led the publication of teenage books by producing teenage literature and liberal arts series for teenagers for the first time in Korea. In the genre of picture books and children's books, we are continuously publishing books that are greatly trusted by our readers. Still, we have not forgotten our founding spirit as a social science publisher with a philosophical value of “reflecting the spirit of the times in books,” producing books of liberal arts and history where we can look back on our lives with the readers of those times. Recently, we are also seeking to meet readers in various fields, such as novels, comics, and essays.

What is the standard and value that you have in mind when choosing writers or titles?

We like books that encompass the meaning of growth and the spirit of the times but are not heavy or greatly profound. They should be able to deliver the sincere message of the writer to readers naturally. These titles may not be fully in line with the trend, but provide everlasting joy and create an impression over time. So many of our books are not those that pop up and fade away in a short time, but are steady-sellers sought by word of mouth.

Sakyejul provides various platforms where writers and readers can “interact,” such as Meet & Talk with the Author, and Sakyejul Book Club. Why do you think the interaction with readers is important?

We believe that books themselves exist to interact with readers. We interact with ourselves, others, and the world through books. But as we live in the hyper-connected era, we are exposed to too many contents that we have become desperate to have a warm and friendly communication where my opinion is well heard and respected. From the standpoint of a publisher and writer, such interaction with readers is earnestly needed as well. So we cherish those meetings with our readers who read and love our books and are willing to offer their precious opinion. As the coronavirus pandemic has significantly changed our daily lives, our communications with readers have turned contactless, with

a majority of them being carried out online. We think that online meetings are also good in their own way. You can conveniently watch lectures of writers in your place, and type in and share your opinions through comments at any time. Also, we have had a time where a total of 16 children from an elementary school and branch school from far Ulleungdo Island and the writer met and had talks online looking at each others' faces, which would have indeed been difficult to conduct in pre-pandemic times. Our writers get motivation and energy through such connection and interaction with readers, and we, too, get to put more effort into making better books and communicate with more readers.

What is Sakyejul doing, in particular, to communicate with overseas readers?

Well, we have been actively participating in several overseas book fairs such as the Bologna Children's Book Fair and those hosted by governments. We are publishing English catalogs of our titles every year, and are introducing our books to overseas readers through the KBBY as well. The Publication Industry Promotion Agency of Korea (KPIPA) and the Literature Translation Institute of Korea are great supporters. Even though we may lack capital and human resources to do things ourselves, we will never give up working to interact with overseas readers.

If you could recommend three books to our readers, what would they be and why?

It even sounds cruel to pick only three among all the amazing books but to pick some, we would like to first introduce , a young-adult novel by Park Ji-Ri. It is just so curious why this title hasn't been translated yet. The characters, background, and the world view are never Korean-istic that translated versions would also be so naturally read by overseas readers of any language. There are even comments where people who never enjoy reading books opened the first page of this 856-page book and realized in a moment that they only have 8 pages left. It has also made musical lovers beg its musical to be made again. We are not going to talk about what the book is about. We will just tell you that once you read this book, you will be irresistibly looking for her books.

The second book we would like to recommend is the *Hunter Girl* series by Kim Hye-Jung. Fans of children's and teenage books have always been thirsting for series titles after the end of Harry Potter. This series is about an ordinary girl Gang-Ji, who realized that she is the "hunter girl" who is destined to protect kids from bad adults, and punishes them with other "hunter boys" through adventures. As our young readers recommend the book to their friends after reading, the series is gaining greater fans volume after volume. The series is expected to end with the fifth volume.

The last book we would like to recommend is *A Defense for the Disqualified* by lawyer Kim Won-Young. Written by a lawyer with

a grade 1 physical disability, the book is about those that have been excluded from society, or disqualified from life for having a disability, disease, poor looks, lack of talent, different pursuit of sexual orientation, or being financially poor, and defends their dignity and the pearls hidden inside them. As the writer lays out the story of people suffering from being a minority in different parts of our society as a physically disabled person himself, the message is vividly and nakedly delivered to readers.



*The Origin of Evil by Darwin Young,
Volume 1 & 2 of the Hunter Girl series, A Defense for the Disqualified*

Please introduce us to three books popular among overseas readers.

Amongst all, *The Hen Who Dreamed She Could Fly* by Hwang Sun-Mi would be the most popular book, which has been translated and exported to 29 countries across the world. And in countries like the US, *New Clothes for New Year's Day* with the strongest Korean scent written by picture book writer Bae Hyun-Joo is currently a steady-seller. Meanwhile, Japanese readers are enjoying the *Atlas History* series, which we believe is because the series vividly

and lively describes historic affairs putting time and space on an equal footing. The best team of writers have been sweating and endeavoring to publish the Atlas series about Korea, China, and Central Eurasia. We believe that readers across national boundaries have keen eyes and recognized the quality of the books and efforts the team has put in.



The Hen Who Dreamed She Could Fly, New Clothes for New Year's Day, Atlas History

The president of Sakyejul said in an article that “the duty of publishers is to make books the generation wants and needs. The generation today is in need of a cure and healing.” Could you please introduce us to some of the “healing” books of Sakyejul?

Books good for healing yourself are first, picture books. A fun picture book *Iparapa Nyamu Nyamu* by Yi Gee-Eun was published recently, where a white marshmallow and dark fluffy character humorously walk through incidents surrounding a stranger. You will find yourself healed and energized as you draw the lovely

characters and make a fluffy doll.

The next books are *It's Hard to Believe*, *Elvis Boutique* and *Mysterious Guests of Elvis Boutique* by Choi Hyang-Rang. It is about an artist who began to live in a frog's house, gets to own the house later on, and opens a boutique. It shows a combination of the odd imagination of Choi Hyang-Rang and natural elements, and recycles that which we can easily see around us. It may be difficult to believe, but readers with “bad” hands will be able to be possessed (even for a second) by the soul of an artist that encourages them to make something with their hands. The book offers a somewhat peaceful and warm happiness while helping the readers resolve to make something small and trivial with their own hands.



Iparapa Nyamu Nyamu, It's Hard to Believe, Elvis Boutique, Mysterious Guests of Elvis Boutique

Please tell us about the Sakyajul Literature Award and share with us the background and intention behind the new establishment of the Park Ji Ri Award and the Sakyajul Children's Literature Award.

For the first time in Korea, we began publishing the *1318 Mungo*, a literature series for teenagers that provides joy and touching

impressions to readers of the times in 1997. But regardless of the long history, there was no writer of teen novels that comes to mind other than Park Sang Ryool. Authors, in fact, do not know well about teen literature. So we established the Sakyejul Literature Award in 2002 to discover talented teen-literature writers and promote teen literature. It was the first award for teen literature in Korea, and new teen-literature writers such as Lee Ok-Su, Shin Yeo-Lang, Kim Hae-Won, Park Ji-Ri, and Tak Kyung-Eun made their debut through this award.

Establishing the Park Ji Ri Award has always been one of our plans since the year the writer passed away, and it has come to life after three years. The Award was set up to work as an experimental gateway for new novelists, and to honor the name and works of writer Park Ji-Ri who has left a significant impression on Korea's literary community with her deep and keen examination into human nature and our society. The first award was given this year, and many people showed their great interest in it.

The Sakyejul Children's Literature Award is an award for new children's book writers, which we've been mulling over and over whether to host it or not. It was because there are many publishers that hold similar awards. We have been publishing fine children's books for a long time, but it was upsetting to see promotions and sales mainly pursued centering around the awarded titles. But as we thought that we need to be different from others, we set a limitation in qualification to below 5 years of career. In short, the Park Ji Ri Award and the Children's Literature Award are intended to serve as a tailwind for new

writers that will lead Korea's literature in the future.

What publisher does Sakyejul pursue to be, and what are your further plans?

We celebrate our 40th anniversary in 2022. Even though the weather is capricious day by day, seasons circulate in the expected order, from spring to summer, autumn, and winter. And just like the seasons, we want to be remembered as a publisher who keeps and takes the trust from readers further with our values standing strong at the center. Pursuing the meaning of growth and the spirit of the times will be our philosophy for publications. Of course, the trust from readers will be for steadily publishing fine books.

Website www.sakyejul.net

Blog blog.naver.com/skjmail

Twitter @sakyejulk

Facebook @sakyejulk

KOREAN AUTHORS

Writer Lee Geumi

A Writer Who Makes Readers Wait for Her Next Work

Writer Lee Geumi made her debut when she won the Sabbath Literary Award in 1984 with her *With Younggu and Heukgu*. Since then, she has been writing children's books such as *Kundori's House in Banti Village* (Prooni Books), *You and I are Just a Bit Different* (Prooni Books), *First Love* (Prooni Books), *Like a Roughneck Princess* (Sakyejul), and *Called My Name* (Sun&Tree), and teenage novels including *Life Traveler* (Munhakdongne), *Yujin and Yujin* (Prooni Books), *On the Verge* (Prooni Books), *Sohee's Room* (Prooni Books), *The Story of the Youth* (Sekyejul), and *Can I go there?* (Sakyejul). Even though she has already written around 50 titles, she says she wants to be remembered as a writer whose next works are eagerly awaited by readers. Following is the interview with writer Lee Geumi.



Writer Lee Geumi

You have written more than 50 titles up to now. If you pick a color that can represent the world of your works, what would it be?

I'd like to choose cobalt blue. The word blue means feeling down, but cobalt blue is connected to green nature, and means hope and comfort. My stories are about characters that overcome their pain and recover from it by pursuing their dreams or making a choice in their lives, or growing up.



Kundori's House in Banti Village, Like a Roughneck Princess, Called My Name

What message do you intend to deliver to your readers?

Many children in our country are being forced by grownups to delay what they should be experiencing as children or as teens, such as happiness and joy, and I don't mean only good things but also experiences such as making mistakes or having failures or setbacks. I'd like to tell them that their lives in the present are important, and what they are doing now becomes their future as a collective whole. And their worth is not decided by doing well in school, doing what their parents tell them to do, or doing good things for others. I always tell them that they deserve to be loved and respected just by being who they are.

What was the most memorable reaction from your readers?

When I go to give talks, I meet young people who like books and dream of becoming writers. And when we meet, they would cry like how some girls would cry when they meet their idol singers. I feel very awkward and embarrassed, but as a writer, I feel overjoyed. They say I'm their role model. When I hear that, I ask myself if I deserve to hear such a compliment. It really is an important time for me to look back on myself as a writer.

What changes or developments have you had as you work as a young adult book writer?

Because I write about the lives or inner thoughts of children or teens, I see them as my equal. When it comes to the age difference between us, we stand far from each other, but if I look down on them and think about giving them a life lesson or two, I won't be able to write.

Because I write by trying to see them eye to eye and becoming them, I'm freer from having stereotypes or fixed ideas about people. You know, with age people can have fixed ideas, but I seem to have less compared to people of my age. That's the change, and as for developments, I think I became more open-minded because I write books for children and young adults.



Yujin and Yujin, The Story of the Youth, Can I Go There?

Was there a moment when you felt rewarded as a writer of books for children and teenagers?

My readers say that they find it comforting and empowering to see me still writing; that, a writer whose books they've read when they were growing up, is still working as a writer. I believe that is the joy of being a young adult book writer, the fact that I can see my readers grow up. I am truly grateful and happy when they sometimes drop by and let me know how well they've grown up.

What is the reason behind writing novels set in a historical background instead of writing stories about children and teens?

Because I wrote about children and teens, and what was happening to them, all my stories take place in school, home, or hagwon (after school academies for additional education). As I was writing those stories, I practically lived in those spaces, which was very suffocating. I can't imagine how it must feel for those kids who actually live there in reality.

I wanted the kids who were trapped in reality to roam different places and times. My stories take them to Japan, China, Russia, or America a hundred years ago, and I wanted to take them there and have them wander freely in that time and space. That was my intention, so the focus wasn't the historical events.



Life Traveler

If you could pick a key part in your book *Life Traveler*, what would it be?

The story is set in a parallel universe. The main character Heogu (whose name means make-believe) comes out and says for the first time that he is a traveler of the parallel universe.

“Cut the crap,” Heogu continued without giving a hoot to it.

“You wrote yourself that there are infinitely many roads at the end of this path, no?”

There really is a real world that created this path.

People don’t know that, but I do. And I saw it with my own eyes too.”

Sangman didn’t want to argue and also wanted to see

how far-fetched his idea would become.

“The thing is there is a world where we’ve met a long time ago.”

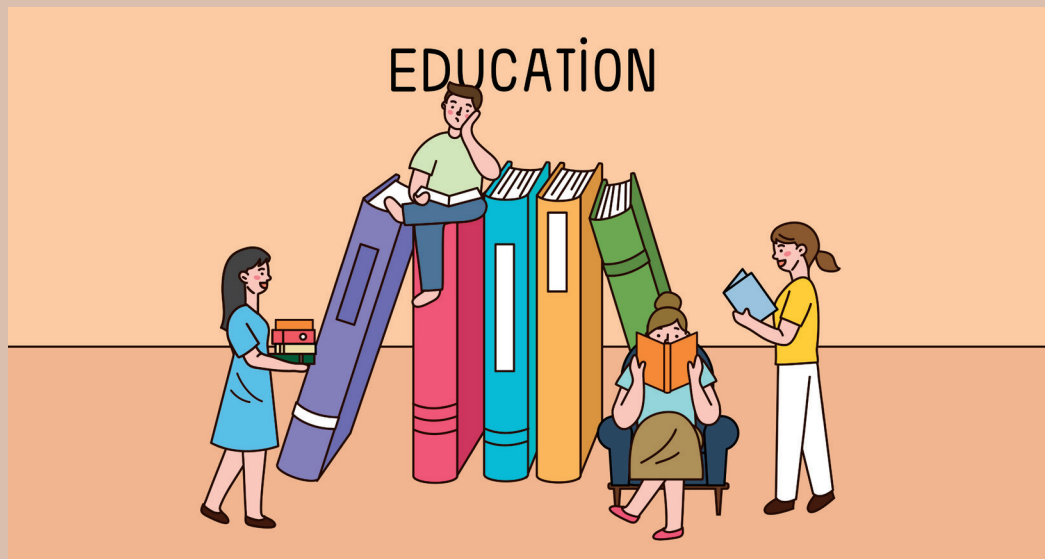
* You can see the writer reading the key part of *Life Traveler* in the interview below.
<https://youtu.be/hkT7feKcUGw>

Publishing Industry

Current status of each field in the Korean publishing market

10. Publication of Exam and College Books

Written by Won-Keun Baek (Books & Society Research Institute, President)

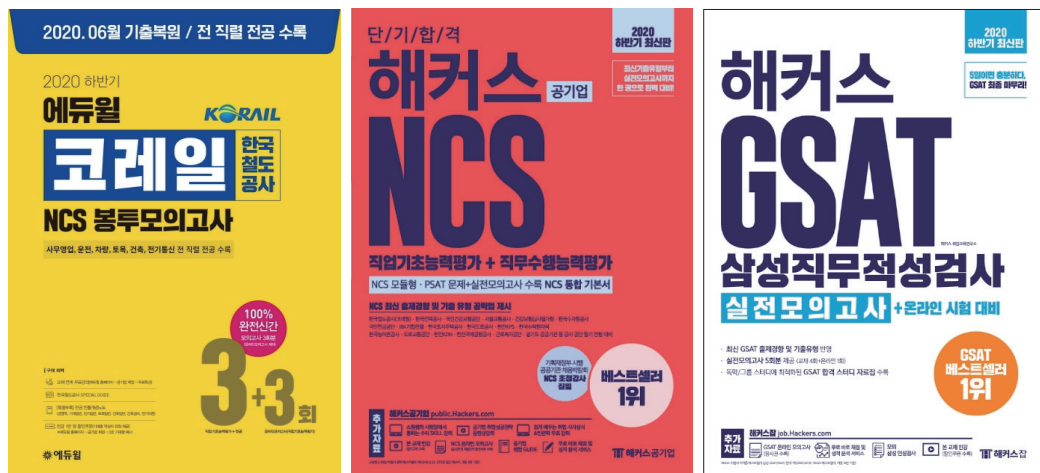


College students mainly seek exam and college books. As those books are for taking classes and getting a job, their demand is relatively stable. This is why there are several publishers that mainly publish books in these areas. According to the publications

statistics announced by the Publication Industry Promotion Agency of Korea (KPIPA) in 2019, about 6.1% of the entire Korean publishers (16th among a total of 30 areas) produce exam books (for jobs, licenses, national exams, etc.), and 13.6% produced college books (4th among a total of 30 areas).

Unlike the college book market which is in a downward trend, exam books for tests and company applications are witnessing a rise in both sales and the number of copies sold for the past 3 years. According to the sales statistics announced by Kyobo Bookstore - one of the representative on - and offline bookstores in Korea – in 2019, the number of copies sold in the field of exam books increased by 12.1% in 2017, 17.6% in 2018, and 18.1% in 2019, year on year. Reflecting the rise, their sales share among all others drew an upward curve with 5.5% in 2017, 5.9% in 2018, and 6.4% in 2019. Also, the number of titles published in the field of exam books for jobs, tests, and licenses has been steadily rising, with 7,619 titles in 2015, 9,451 in 2017, and 11,983 in 2019 (source: Trend of the Publishing Industry in the Second Half of the Year 2019, Publication Industry Promotion Agency of Korea (KPIPA), August 2020).

Such a booming market of exam books implies that more college students are having a hard time getting through the doors of companies, which have become as narrow as a needle. Preferred or wanted quality jobs in Korea, where the college entrance rate is high, are mainly conglomerates and public companies. Exam books related to applying to these companies seem to be on the rise as the wall students need to climb over to get a position gets higher.



*NCS Mock Exam for KORAIL,
Hackers Public Company NCS Basic Skill Test & Job Competence Test,
Hackers GSAT Samsung Aptitude Test Mock Exam + Preparing for Online Test*

For example, the book topping the sales record in this area is *NCS Mock Exam for KORAIL* (Eduwill), which is a customized package of materials including the basic occupational ability test, and mock exam questions for business administration, general machinery, general electricity, and general civil engineering based on the keywords from the written test conducted by KORAIL in last June. It also includes three online mock exams, sessions explaining the answers, a note with frequently asked knowledge, an OMR answer sheet, and application guidelines, which all are required to prepare for admission. Another popular exam book is *Hackers Public Company NCS Basic Skill Test & Job Competency Test* (Hackers), which covers almost everything about applying to a public company, including strategic online classes for public companies, a discount coupon for online courses, a coupon for taking an online mock exam, and a test result analysis service. The aptitude test of the Samsung Group, where a majority of applicants apply for, is

called GSAT (Global Samsung Aptitude Test). The test consists of four areas – language, mathematics, reasoning, and visual thinking (spatial perception). It evaluates how the applicant can cope with various situations rather than just testing how much knowledge he or she has. *Hackers GSAT Samsung Aptitude Test Mock Exam + Preparing for Online Test* provides 5 sets of mock exams, which all reflect the trend of the exam. Such development of the exam book market is one of the characteristics of the publishing industry in Korea. Those books are a tool for students of all tests to achieve their goals, such as getting into an enterprise or public company or even entering law school.



*General Korean Grammar I, IFRS Millennium Accounting Principles (10th Edition),
Employment Contract in One Page: Labor Standards Act*

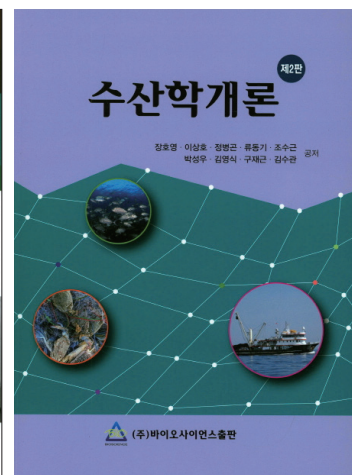
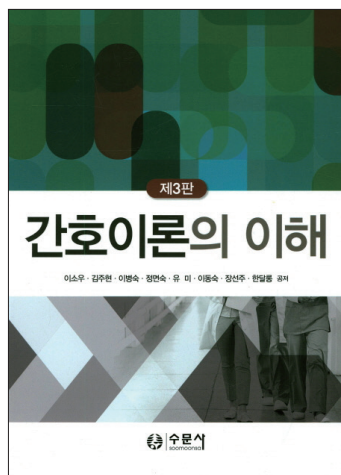
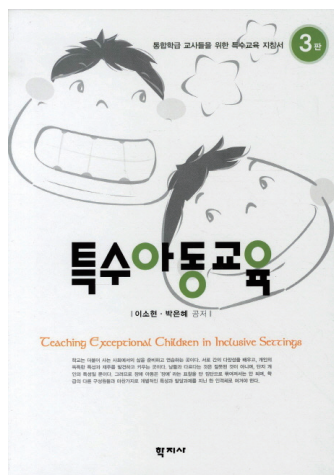
Next is the data provided by Kyobo Bookstore about popular titles in the field of college books. First of all, for language and literature, Korean grammar and theories of Korean education take the biggest share. Major examples are *General Korean Grammar I* (Ku Bon-Kwan, Jipmoon), *Education Theory for Understanding Korean*

(Kang Hyun-Hwa, Hyungseul), *Education Theory for Reading English* (Choi Yeon-Hee and others, Hankook Publishing House), *Theory for Korean Grammar* (Woo Hyung-Sik, Busan University of Foreign Studies), *Standard Korean Grammar Theory (3rd Edition)* (Ko Young-Keun, Jipmoon), *Teaching Korean: Practice* (Kwak Ji-Young, Yonsei University), *Korean Linguistics (3rd Edition)* (Lee Ik-Seop, Hakyeonsa), *Korean Phonemics (Revised)* (Lee Jin-Ho, Scipulus), *Teaching Korean* (Kim Jae-Wook, Hyungseul), *Education Theory for Writing Korean* (Kim Seon-Jung, Hyungseul), and *Educational Theory Policy for Korean* (Cho Hang-Rok, Hankook Publishing House).

Best-selling college books for business and economics are mainly traditional economic theories, and translated editions of US books take a greater portion than others. Examples are *Macroeconomics (9th Edition)* (N. Gregory Mankiw, Sigmaphress), *Economic Mathematics (2nd Edition)* (Kim Seong-Hyun, Kyobo Bookstore), *Management Information Systems (14th Edition)* (Kenneth C. Laudon, Sigmaphress), *Modern Statistics (5th Edition)* (Park Jung-Sik, Dasan Books), *Foundations of Operations Management* (Larry P. Ritzman and others, Sigmaphress), *Organization Theory & Design (12th Edition)* (Richard L. Daft, Cengage Learning), *Innovation of Bitcoin, Blockchain and Finance* (Andreas M. Antonopoulos, Korea University), *Econometrics (3rd Edition)* (R. Carter Hill, Sigmaphress), *Principles of Economics* (N. Gregory Mankiw, Hantee Media), and *Macroeconomics (9th Edition)* (N. Gregory Mankiw, Sigmaphress).

Meanwhile, college books for law are mainly written by Koreans.

Particulars about civil law, labor law, and administrative law written by famous legal experts top the sales list every year. Examples are *Introduction to Civil Law (6th Edition)* (Yang Chang-Soo, Pakyoungsa), *Code of Labor Laws* (The Joong-Ang Economy News Editing Team, Joong-Ang Economy), *Industrial Safety and Health Act* (Nomunsa Editing Team, Nomunsa), *Lecture on Civil Law (24th Edition)* (Kim Joon-Ho, Bobmunsa), *A Piece of Law: Criminal Law* (Kim Haemaru, Lawstart), *Lecture on Commercial Law (8th Edition)* (Song Ok-Ryul, Hongmoonsa), *Writing Contracts: Practice* (Chae Jung-Won, YoungHwaJoseTongRam), *Introduction to Administrative Law (12th Edition)* (Jung Ha-Joong, Bobmoonsa), *Criminal Procedure Act* (Bae Jong-Dae, Hongmoonsa), *3-Day Labor Law* (Lee Won-Hee, Joong-Ang Economy News), and *Employment Contract in One Page: Labor Standards Act* (Cho Young-Sik, Joong-Ang Economy News).



*Teaching Exceptional Children in Inclusive Settings (3rd Edition),
Understanding Nursing Theory (3rd Edition), Introduction to Fisheries (2nd Edition)*

In terms of college books for other social and science areas, books related to psychology or social research are steady-sellers. Examples are *The Practice of Social Research (13th Edition)* (Earl Babbie, CENGAGE LEARNING), *Teaching Exceptional Children in Inclusive Settings (3rd Edition)* (Lee So-Hyun, Hakjisa), *Theory and Practice of Counseling Psychology (3rd Edition)* (Chun Sung-Moon, Hakjisa), *Labor Law (16th Edition)* (Lim Jong-Ryul, Pakyoungsa), *Theories of Counseling and Psychotherapy (4th Edition)* (Linda Seligman, Sigmamapress), *Psychoanalytic Diagnosis: Understanding Personality Structure in the Clinical Process* (Nancy McWilliams, Hakjisa), *Educational Psychology (3rd Edition)* (Shin Myung-Hee, Hakjisa), *Qualitative Inquiry and Research Design (3rd Revised Edition)* (John W. Creswell, Hakjisa), *Psychology of Human Relationships (3rd Edition)* (Kwon Seok-Man, Hakjisa), *Social Welfare Policy (7th Edition)* (Won Seok-Jo, Knowledge Community), *Theory and Practice of Counseling Psychology* (Noh Ahn-Young, Hakjisa), and *Cognitive Behavior Therapy* (J. H. WRIGHT, Hakjisa).

Meanwhile, a significant portion of students majoring in engineering and medicine study with English editions (original books), where nursing and counseling psychology account for a big share among those translated or written by Koreans. Top popular college books in these fields are *Introduction to Child Health Nursing* (Kim Mi-Ye, Soomoonsa), *Diagnostic and Statistical Manual of Mental Disorders: DSM-5 (5th Edition)* (APA, Hakjisa), *Digital Logic Circuit (3rd Revised Edition)* (Lim

Seok-Gu, Hanbit), *Introduction to Nursing Research (2nd Edition)* (Ko Myung-Sook, Soomoonsa), *Nursing Research and Statistical Analysis* (Lee Eun-Ok, Soomoonsa), *Human Anatomy & Physiology* (Lee Han-Ki, Soomoonsa), *Classification of Diseases* (Hong Joon-Hyun, Soomoonsa), *Introduction to Chemical Engineering Thermodynamics (7th Edition)* (J.M.SMITH, Hanti Media), *Basic Electricity Experiment with PSpice (Revised)* (Hong Soon-Kwan, Hanbit), *Health Assessment in Nursing* (JANET R. WEBER, Soomoonsa), *Understanding Nursing Theory (3rd Edition)* (Lee So-Woo, Soomoonsa), and *Basic Principles and Calculations in Chemical Engineering (8th Edition)* (Himmelblau, PEARSON EDUCATION KOREA).

Regarding college books for agriculture and stockbreeding, introductions and theory books of each field are frequently used in classes such as *Samgo Principles of Crop Production* (Park Soon-Jik, Hyangmunsa), *Hydroponics (Nutrient Culture)* (The Rural Development Administration, Human Culture Arirang), *Practical Book for Colony Management of Indigenous Bees* (The Rural Development Administration, Human Culture Arirang), *Samgo Crop Physiology* (Byun Jong-Young, Hyangmunsa), *Korean Cows 100 Questions & Answers* (Lim Kyung-Soon, SJ Printing), *Crop Protection Theory* (Baek Soo-Bong and others, SJ Printing), *Soil Science* (Kim Gye-Hoon and others, Hyangmunsa), *Harvesting Garlic* (The Rural Development Administration, Human Culture Arirang), *Basic Veterinary Science for Trimmers* (Takeuchi Kazuyoshi, Morris), *Introduction to Fisheries (2nd Edition)*

(Chang Ho-Young, BioScience Publishing), *Manual for Managing Resource-Cycling Farm for Cows in Korea (3rd Edition)* (Kim Kwang-Hyun, Chonnam National University), and *Introduction to Animal Science (Revised Edition)* (Bumin Natural Science Team, Bumin).

Publishing Policy

K-Book Copyright Fair Online

Korean Books join the global market through an online fair amidst the coronavirus pandemic



출판저작권온라인화상상담회
K-Book Copyright Fair Online

The Ministry of Culture, Sports, and Tourism and the Publication Industry Promotion Agency of Korea (KFIFA) are hosting the “K-Book Copyright Fair Online” from August 25th to December 11th at RYSE Autograph Collection Studio B (Yanghwa-ro, Mapo-gu) in Seoul.

Comprehensive support from finding overseas publishers to consultations and follow-up contract management

The Seoul Publishing Rights Fair where overseas publishers visit Korea and have business meetings over the copyright export of Korean books with Korean publishers (first held in 2018) is hosted this year with the name “K-Book Copyright Fair Online” to help the industry overcome the unprecedented COVID-19 crisis and seek export opportunities in the new publishing environment. To minimize the pressure on Korean publishers and to maximize export outcomes, comprehensive support will be provided, including finding the right overseas publishers, an interpretation service for meetings, and follow-up contract management.

A total of 40 Korean publishers are participating, including Changbi and Munhakdongne. On top of the publishers that have pre-registered for participation, if overseas publishers request meetings for books registered on the K-Book website (www.k-book.or.kr), relevant domestic publishers can join as well.

Meanwhile, more than 100 overseas publishers are expected to participate, ranging from Chinese publishers from which the copyright export is the greatest, to those from Southeast Asia, Europe, and the Americas. In particular, after the English edition (US, HarperCollins) of *Almonds* (Sohn Won-Pyung, Changbi) was designated as the “Amazon Best Book of May 2020”, the expectation for improved export opportunities for Korean books to the local US market is rising.



General meeting (left) and focus meeting (right)

The online fair will begin on August 25th with 23 publishers from 6 countries, including 9 Chinese publishers, 5 Indian publishers, and 4 Singaporean publishers. It will then be expanded to invite 100 publishers by December 11th. To support meetings to conclude a contract, focus meetings with additional rooms for talks per region will be held (Chinese region from September 15th to 17th, European region on October 20th, and the Americas on November 24th).

Furthermore, a video of an “online seminar” is pre-produced and distributed to effectively promote Korea’s book publications. An official from KPIPA said, “I hope the K-Book Copyright Fair Online and K-Book Online Seminar can help our industry to seek a breakthrough in export in these times,” emphasizing the need for seeking a new way of supporting the export of outstanding domestic publications.

* Article about K-Book Online Seminar : <http://kbook-eng.or.kr/article/1134>

New Books

1 Minute Science



700K subscribers, 60million total views

The reason behind such popularity?

It's simple!
<1 Minute Science>

IS FUN!



The things we have never doubted
in our daily lives

Are they Scientifically proven?



Q1

Milk. The food they say is
good for your health.

Is it true?



Q2

Why do women live longer

Than men?



Q3

How did God

Create humans?



Is science difficult and boring to you?

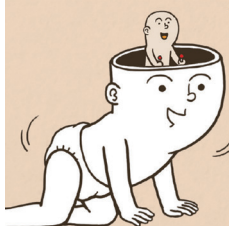
**NOT
ANYMORE!**

Science,
the most exciting
reality in the world!



**A book that
breaks you free
from the idea
science is just boring,**

**and stimulates
the hidden desire
for knowledge
inside you!**



Best Sellers

3rd Week, October 2020

Bestseller Trends in the Four Biggest Online Bookstores in Korea

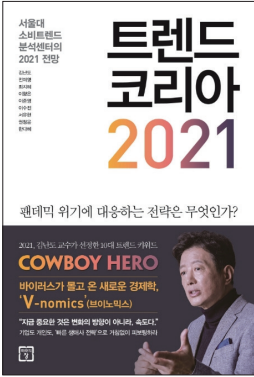


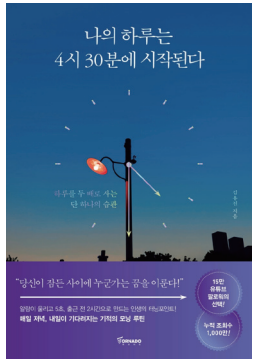
If we take a look at the integrated list of bestsellers announced by the four major online bookstores in Korea for the third week of October, some books catch our attention as they have ranked even before their publication. The first example is *Diligent Love* by Lee Seul-Ah, who has been greatly loved by Korean readers with her *Daily Lee Seul-Ah Essay Collection* (Hey Uhm) and *My Face Becomes Like My Mom Whenever I Cry* (Munhakdongne). This book, with the subtitle “Lee Seul-Ah’s Writing Room for Studying Body and Mind,” talks about what the writer has taught and learned through her writing classes. Also, *See What They Mean, Say What You Mean* by doctor Oh Eun Young, a so-called national mentor for childcare, offers a kind explanation about how to teach and deliver a clear message to your kid without exhibiting anger. It seems the fame of these writers has put their books on the bestsellers’ list even before the official publication.

Meanwhile, some books have been steadily putting their names on the list. For example, *Trend Korea 2021*, the top bestseller, is a book that chooses keywords that will trend in the following year at around the end of the year. It tops the list each time it is published, and Korean readers are paying great attention to the release. Also, *School Nurse Ahn Eunyoung* is a novel that had already become popular in 2015 when it was published. As the drama series with the same title was released on Netflix, the book is drawing attention once again. In addition, the *Common Siblings* series for children became a bestseller as soon as its new volume was released. The love of children readers for the series that humorously describes episodes we can easily experience in our daily lives is expected to continue.

Meanwhile, a new title, *Dollargut Dream Department Store*, catches our attention. Being a fantasy novel that features secret but heart-touching stories that take place in a dream department store where only those asleep can enter, the book has recorded 1812% of the funding objective on Tumbbug and had been the top bestseller for three consecutive weeks as soon as its digital edition was released. Its paper book edition could be published thanks to strong requests from readers. On top of these, various books including *My Day Begins at 4:30 AM* with the subtitle “a single habit to double your day” and *John Lee’s Breaking Out of Financial Illiteracy* by John Lee who is called the “finance doctor” can be found on the list.

* The rank of bestsellers below was organized after integrating domestic best sellers in the third week of October from the four biggest online bookstores in Korea – Kyobo Bookstore, Aladdin, Yes 24, and Interpark.

BEST SELLERS

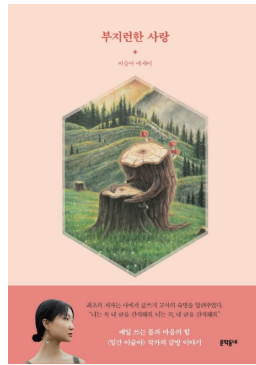
<p>1</p>		<p><i>Trend Korea 2021</i></p> <p>Author Kim Nam-Do, Jeon Mi-Young, Choi Ji-Hye, Lee Hyang-Eun, Lee Joon-Young, Lee Su-Jin, Seo Yu-Hyun, Kwon Jeong-Yoon, Han Da-Hye Publisher Miraebok Genre Economics & Business Administration</p>
<p>2</p>		<p><i>Common Siblings 6</i></p> <p>Author Common Siblings (Original), Paek Nan-Do Publisher i-seum Genre Kids Comics</p>
<p>3</p>		<p><i>Dollargut Dream Department Store</i></p> <p>Author Lee Mi-Ye Publisher Factory Nine Genre Novel</p>
<p>4</p>		<p><i>My Day Begins at 4:30 AM</i></p> <p>Author Kim Yu-Jin Publisher Tornado Genre Self-development</p>

BEST SELLERS

<p>5</p>		<p><i>John Lee's Breaking Out of Financial Illiteracy</i></p> <p>Author John Lee Publisher Vegabooks Genre Economics & Business Administration</p>
<p>6</p>		<p><i>Poem of Mindfulness</i></p> <p>Author Ryu Si-Hwa (edited) Publisher Suo Books Genre Poem</p>
<p>7</p>		<p><i>School Nurse Ahn Eunyoung (Special Edition)</i></p> <p>Author Chung Se-Rang Publisher Minumsa Genre Novel</p>
<p>8</p>		<p><i>The Property of Money</i></p> <p>Author Kim Seung-Ho Publisher Snowfox Books Genre Economics & Business Administration</p>

BEST SELLERS

8



Diligent Love

Author | Lee Seul-Ah
 Publisher | Munhakdongne
 Genre | Essay

8



See What They Mean, Say What You Mean

Author | Oh Eun Young
 Publisher | Gimm-Young Publishers Inc.
 Genre | Home & Childcare

#K-Book

#Feminism

KPIPA introduces K-Books for global publishing markets through K-Book Platform

Feminism at the Crossroads

1. Publication Details

Title | Feminism at the Crossroads
 Subtitle | 28,800 Seconds to Stop Misogyny
 Author | Korean Women Link
 Publisher | Kungree Press
 Publication Date | 2018-11-18
 ISBN | 9788958204169
 No. of pages | 212
 Dimensions | 135 * 205

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3. Book Intro

In 2016, a misogynistic murder occurred in Gangnam Station, South Korea. Afterward, heated discourse erupted in the middle of a street in Sinchon, Seoul. This book is an account of the eight hours of tranquility and intensity that followed. More than 40 women tell their tales of fear and anxiety (including some by proxy) as women living in Korea, from experiences of sexual harassment and assault to pressures regarding appearance and clothing, problems when using public transportation, and discrimination within their respective families. Readers of this



book will reflect on the realities of Korean society, a society that does not listen to the experiences of women, as well as the meaning and role of feminism, which is closely tied to our lives.

“Women have long struggled with how to speak out as victims of sexual assault. We are now moving forward from survivors of sexual assault to activists and leaders of gender politics. We can only move forward into the future when everyone listens to, reads, and learns about what women have to say.”

- Kim Hyeon-mi, a professor of the Department of Cultural Anthropology of Yonsei University

“Readers of this book will realize that they’re not the only victims and that not only some men have problems. What should we do now? We need change so that men can no longer victimize women. We cannot allow future generations of women to get hurt in this society. The first step to change is enlightenment, and this book provides it.”

- Seo Min, a professor of the Department of Parasitology of Dankook University

“‘I survived by chance.’ I cannot forget the shock of reading this phrase. One by one, people gathered in commemoration. Some even grabbed the microphone, and the everyday discrimination and violence against women started to be exposed. I was moved at the unfiltered surfacing of these age-old problems. This book contains moments of our history.”

- Hong Seong-su, a professor of the School of Law of Sookmyung Women’s University

* http://www.k-book.or.kr/user/books/books_view?idx=299

The Fiercely Independent Kang Suha

1. Publication Details

Title | The Fiercely Independent Kang Suha
Subtitle | A story about protecting yourself with cold fury
Author | Kang Suha
Publisher | Bulkwang Media
Publication Date | 2019-12-06
ISBN | 9791190136068
No. of pages | 240
Dimensions | 122 * 188

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3. Book Intro

Kang Suha has been sharing empathy and consolation with people through the journal entries she has been posting on her blog since long ago. This is Kang's story as she advances step by step without giving up her dream of becoming independent and protects herself with cold fury in a society unconducive to female independence. Entries in the book like "First Choice for a Bride: The Teacher Daughter-In-Law," which deals with her first encounter with her prospective in-laws, and "A Debtless Debtor: The Daughter-In-Law," which is a review of the second traditional festival she celebrates post-marriage, each recorded over 300,000 views and over 200 reshares at the time of their serialization on the Brunch website and garnered the sympathy, encouragement, and support of numerous women.

This essay collection, which is the story of one person but not necessarily only that person's story, contains within it a desire to get out of unfair relationships that try to crush one's spirit and to actively seek out and create relationships with people who respect one another. We hope the wish for "us all to be okay just being ourselves in solidarity without really having to strive for independence" reaches the readers of this book.

* http://www.k-book.or.kr/user/books/books_view?idx=2901

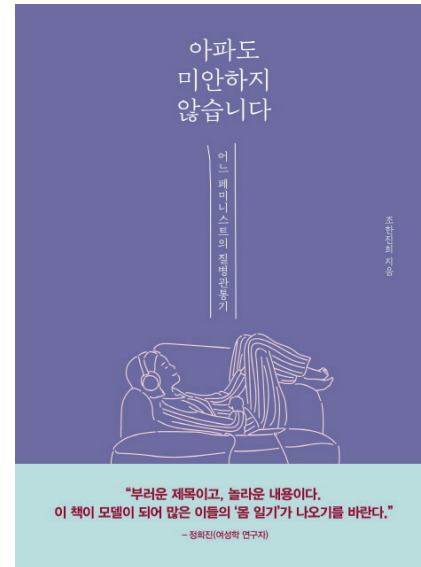
I Am Not Sorry That I Am Sick

1. Publication Details

Title | I Am Not Sorry That I Am Sick
Subtitle | A Feminist's Chronicle of Illness
Author | Jo Han Jin-hui
Publisher | Dongnyok Publishers
Publication Date | 2019-05-27
ISBN | 9788972979357
No. of pages | 396
Dimensions | 148 * 210

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3. Book Intro

The book tells the stories of a person with a sick body in a society where good health is a must. The author is a feminist, human rights activist, and a single person householder, and she was brimming with enough energy to prepare herself for triathlon sports. But after her trip to Palestine on a peace mission, she began suffering from an unexplainable dizziness, hemorrhage, and cancer. From then on, she chronicles her difficult and grueling struggle to come to terms with her sick self.

Even though we are all subject to minor and more serious illnesses, we view the hours of our sickness as a waste of time while struggling to overcome the condition. So then, do sick people have nothing to resort to but to get well? Do they have to give up a "holistic" life until they regain good health? Such a limited opinion not only alienates sick people but also healthy ones as well.

This book confronts the "sick body" up front. It starts off with the author's detailed evaluation of the changes that took place when her body fell ill and presents her sharp and penetrating insight into the biases and discriminatory problems revolving around illnesses. She also provides a concrete analysis of the social structure and medical system, thereby offering a new idea for change while challenging the very notion of "health" and what is "normal." All in all, it is an exploration of how to be ill in a "preferably" way.

* http://www.k-book.or.kr/user/books/books_view?idx=2749

Curious about My Body, not the Baby

1. Publication Details

Title | Curious about My Body, not the Baby

Subtitle | A science journalist's firsthand observation of pregnancy

Author | Woo Ah-Young

Publisher | Humanist Publishing Group Inc.

Publication Date | 2019-08-26

ISBN | 9791160802931

No. of pages | 304

Dimensions | 135 * 200

2. Copyright Contact

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3. Book Intro

Unexpected changes during pregnancy

Want to know the real reasons, and not the truism “it’s because you are pregnant”?

Curious about My Body, not the Baby is a science essay that focuses on pregnant women—their physical changes and side effects—instead of the fetus. The doctor says everything is “normal,” but why is this so painful? What studies have scientists conducted on pregnancy? Are the stories passed about online scientifically accurate? This book is a record of the author’s struggles to answer the questions as a former science journalist. She divides the symptoms and issues she faced during pregnancy into 24 categories.

Breasts are sore, and morning sickness hits you like the worst hangover ever. The tailbone hurts, and stretch marks appear right at the center of your belly like a seam of a stuffed doll. Even the smallest moves make you pant. In the early stages, you want to sleep regardless of time or location but in the third trimester, you can’t fall asleep easily. As time goes by, new symptoms arise. You describe the pain to the doctor, and all you get is the answer: “it happens.” No further explanation. Pain that you must endure without understanding the reasons causes anxiety that is as serious as the physical pain itself. The author talks about her own experience in a pleasant tone, offering scientific evidence necessary to understand “pregnancy.”

The book carries a variety of stories that give clear-cut answers and information to those who were or are pregnant. If you are getting ready to have a baby, it



can be a guide that tells you what to expect in the future. Pregnant women hope that people close to them understand their difficulties and issues. This book is a must to know what pregnant women are faced with, and to speak out properly as a member of the community when pregnancy-related policies and institutions are discussed.

* http://www.k-book.or.kr/user/books/books_view?idx=2681

A New Suit

1. Publication Details

Title | A New Suit
Author | Cho Yeseul
Publisher | NURIMBO
Publication Date | 2019-03-11
ISBN | 9788958762218
No. of pages | 64
Dimensions | 180 * 250

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3. Book Intro

Your suit is woman!

A New Suit, the first book by emerging writer Cho Yeseul, talks about women's awakening, growth, and solidarity. Lucid, simple text is juxtaposed with modern, sensuous drawings. In particular, the symbolic illustrations, a unique feature of picture books, stand out throughout her work.

Cho symbolizes the oppression against women as "suits," which embody the identity of suffering women locked up inside as innocent animals. The women liberated from their suits return to being free and healthy in nature, then they become nature themselves as they march to tear down their oppressors, the sturdy human walls.

The author swiftly leads the women's journey of awakening and solidarity towards the middle of the story, focusing on the process of one becoming two, then three, until turning into "we," transcending generations.

Massive herds of animals running in clouds of dust are headed in one particular direction—towards human walls, the agent of oppression. The scene brims with the sounds of heavy breathing and the smell of sweat.

Their breathless marching stands for the lofty flow of nature. It looks as if a river, once blocked, finally breaks way to run its course. Nature remedies the disasters caused by humans. This powerful scene vividly renders Cho's perspective on feminism.

The true face of the human walls is laid bare through the story of Jihoon who wears a suit called "man." Jihoon finally recuperates his lost sensibilities and remembers who he is the moment his suit of armor is torn apart. The heavy armor called "man" had prevented him from feel anything. The armor had been forced upon him, a person with innate sensitivity.

Awakened, Jihoon begins to run with the women to bring down the old system. It's a moment of solidarity between women and men. The theme of *A New Suit* clearly shines in this scene.

* http://www.k-book.or.kr/user/books/books_view?idx=2578

Mobile Constellations

1. Publication Details

Title | Mobile Constellations
Subtitle | Exploring Literature as Potential,
Movement, Incident and Life
Author | Kim Mijeong
Publisher | Galmuri Press
Publication Date | 2019-05-01
ISBN | 9788961952071
No. of pages | 496
Dimensions | 130 * 188

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3. Book Intro

This book explores post-individualism by questioning the mythology of modern man identified from various scenes in the history of Korean literature and from the perspective of affect, feminism and commons. This exploration is effective when discussing technology and man. The book takes it one step further to connect the fact that man is intrinsically a weak being with many conditions that further weaken man today. What this book ultimately emphasizes is the



conditions of connection and solidarity found therein and the belief in the hidden potential of all beings. Incidents referred as moment of affect in this book, such as the Sewol Ferry in 2014, the candlelight vigil during 2016-2017, and the Gangnam Station incident in 2016, are scenes where people appropriate given conditions on their own and change them into something else. The things that this book intends to explore through the medium of literature are such incidents and the potential within people. This book records the actual scenes, where literature is actively breathing with the issues of the current era. It reaches beyond the literature to cross over to the philosophy, sociology and many different fields, connecting criticism and literature. In today's humanities, which is categorized into smaller and communication becomes more difficult, this book has a great significance. This book is recommended to those who are interested in incidents that shook the foundation of the Korean society in recent years, and to those who are curious about what kind of changes are being made in the field of Korean literature and what exactly drove this drive of change.

* http://www.k-book.or.kr/user/books/books_view?idx=2170

I Am a Man and Feminist

1. Publication Details

Title | I Am a Man and Feminist
Author | Choe Seungbeom
Publisher | Thinking Power Books
Publication Date | 2018-04-13
ISBN | 9791185585505
No. of pages | 200
Dimensions | 117 * 190

2. Copyright Contact

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3. Book Intro

Choe Seungbeom is a Korean teacher at Gangneung Myeongryun High School. The school, where about 800 boys spend most of the day, from morning to evening, is full of cursing and machoism. He hears the word "fuck" all the time. But when he asks students why, their response is "no reason," "it's fun," or "it sounds strong." As high school students are in the peak sexual phase



of their lives, there are students who shout out “sex!” for no apparent reason. While he understands the natural desires of men, he finds it unfortunate that students are expressing their desire in such fashion. There is still a class motto which goes something like, “just ten minutes more of study will make your wife prettier,” which views women as a reward for a man’s achievements in class. Is this really okay?

Choe Seungbeom questions men who think it is impossible to have an honest conversation or a true relationship without drinking, military stories, violence or dirty jokes. While he thinks the lives of women are unfortunate, he also thinks it odd that the lives of men eventually reach such a state. This uncertainty was resolved bit-by-bit as he encountered feminism. The reason why men should also become a feminists is not at all complicated. It is because feminism is closely related to men’s lives, and it can free men as much as it can women. His story is simple. A new tomorrow comes faster when men change, study feminism and look back at the times they tried to suppress the voices of women. Men who fail to adjust to such change will eventually fall behind this massive wave of change. In the end, what Choe Seungbeom wants to ask of his students is to keep in line with the social changes of the era and also to create a better world together with women in a sexually equal society.

* http://www.k-book.or.kr/user/books/books_view?idx=1523

It's Okay Not Being a Mom

1. Publication Details

Title | It’s Okay Not Being a Mom

Subtitle | The Way of Loving Yourself as You Are

Author | Lee Suhui

Publisher | BOOKIE Publishing House, Inc

Publication Date | 2018-04-26

ISBN | 9788960516281

No. of pages | 264

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3. Book Intro

In Korean society, there are lots of married couples who live without children, though they are not easily seen. Among them, some have chosen not to have children, some have given up having children after suffering from infertility, and some have just been living with no child while dedicating their life to their work. Each couple has their own story, but all of them, especially women, are easily criticized as selfish, immature, foolish, or abnormal. But are they really?

It's Okay Not Being a Mom highlights the challenges women without children are forced to face in Korea's family-based society, covering issues on the N-po (Giving-up) generation, low birth rate, YOLO, DINK, forced motherhood, the dark side of the infertility market, the verbal violence of the older generation, limitations of the national system, and the culture that excludes women without children.

The book also delves into the reasons why these people have no children and explains to readers ways to defend themselves when faced with unfavorable situations at home and in society. This book explores ways for women who have decided not to have children to focus on themselves and live a happy life in a society where marriage, childbearing, and motherhood are considered the norm

* http://www.k-book.or.kr/user/books/books_view?idx=67

Dr. Feminist Talks About a Woman's Body

1. Publication Details

Title | Dr. Feminist Talks About a Woman's Body

Author | Mun Hyeonju

Publisher | SEOYUJAE

Publication Date | 2016-11-14

ISBN | 9791195764839

No. of pages | 256

Dimensions | 148 * 210

2. Copyright Contact

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3. Book Intro

This book should be recommended to every family member: a mother who lost her memory of her first period, a daughter who does not know the pain of menopause, and men who live together with them.

Is a woman's body truly a woman's? This question has been part of the history of the women's liberation movement. Even though 100 years have passed since escaping from the corsets of the Victorian era, the political and social frame of a woman's body is still valid. The performances of discarding underwear that suffocate a woman's body and statements about birth control and abortion must be understood as self-decision rights of women. Debate and prejudice about a woman's body has a long history, even in the field of medicine, with one of the most noted examples being the diagnosis of diseases based on symptoms found in men. From the west to the east, the pain experienced by women has occasionally been considered exaggeration, hysteria or even imaginary. Dr. Feminist is a nickname the writer used online for a long time, and it reflects the awareness about political, social and historical aspects the writer has. While working as an oriental doctor specializing in infertility, the writer went on a journey to Britain to find an answer to the "ultimate cause" that makes women sick and studied medical anthropology. Currently she is continuing her career as an oriental medicine doctor and a writer, focusing on a woman's body from an anthropological perspective based on the history of human evolution, culture and social environments. This book is not a book that simply lists secrets and methods of oriental medicine that make a woman's body healthier. It argues that women must understand and take back their bodies based on anthropological insight by removing the various social suspicions that surround a woman's body.

* http://www.k-book.or.kr/user/books/books_view?idx=1528

The Interview with Mrs. L

1. Publication Details

Title | The Interview with Mrs. L

Author | Hong Jihye

Publisher | atnoonbooks

Publication Date | 2018-06-18

ISBN | 9791188594054

No. of pages | 52

Dimensions | 200 * 200

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3. Book Intro

Mrs. L, the protagonist of this story, calls herself **Mrs. Wolf** because she was once a valiant hunter that roamed around wild forests. But now, she is stuck at home due to housekeeping and childrearing and has been forgetting her wild nature, just like an animal held captive in a zoo.

What have I been looking for? What have I lost?

Mrs. Wolf searches for what she has lost while cleaning her house every day. What has she lost? Will she be able to find it and return to the thick wild forests? *The Interview with Mrs. L* revolves around a woman who has lost her life due to marriage and childcare recovering her self-esteem. The author Hong Jihye says that she constantly asked herself who she really is while writing this story. Women who have taken career breaks and lost their self-esteem in various situations will be able to find comfort and courage in this book.

* http://www.k-book.or.kr/user/books/books_view?idx=889